

2024

Campaign Coordinator Guide

**UNITED WE FIGHT.
UNITED WE WIN.**

LIVE UNITED

Charell Owings

United Way of Central Kansas

620-792-2403

unitedwaycentralks@hotmail.com

www.uwck.org

1125 Williams, Great Bend, KS 67530

Workplace Campaign Options

Traditional



- In-person presentation(s) with paper or mobile (or both) pledge forms that are distributed during presentation.
- Additional campaign promotion by Workplace Campaign Coordinator (emails, workplace special events, fundraisers, etc.)
- Complete Tentative Commitment and send to UWCK via email or fax.

Rollover



- Workplace can choose to rollover pledges from last year's campaign and forgo presentation option for 2023.
- Permission email/text should be sent to current employee donors from company as notification of rollover with option for employee to opt out.
- Cash and bill-me options will be billed for their 2023 donation.
- Additional campaign promotion by Workplace Campaign Coordinator (emails, workplace special events, fundraisers, etc.)
- Complete Tentative Commitment and send to UWCK via email or fax.

Online



- Company-branded online website pledge form on United Way's website.
- Campaign communications shared electronically by CEO or Workplace Campaign Coordinator. United Way will provide:
 - Prewritten email template for use.
 - Link to short overview video
 - Link to online pledge form.
- Additional campaign promotion by Workplace Campaign Coordinator (emails, workplace special events, fundraisers, etc.)
- HR will be supplied a spreadsheet of donations for payroll deduct at close of campaign.
- Complete Tentative Commitment and send to UWCK via email or fax.

Find Success in your Workplace

- Promote your campaign! Ask your CEO to send an email of support to all staff detailing how your business supports UWCK in addition to the Workplace Campaign. Check out our email template but make sure to personalize it for your business.
- Encourage giving! The number one reason people say they don't give is because they weren't asked. Just remember that contributing is a personal matter and should be kept confidential. Pressure to give is unacceptable.
- Follow-Up! Make sure you reach all employees and ask that everyone return their pledge card, even if they don't intend to give. If you meet with the employee one-on-one, make sure to share why you give and how UWCK meets local needs. If you have questions that you can't answer, contact UWCK for help.
- Celebrate your success! Hold a celebration event (ice cream social, pizza party, etc.) to announce your results and thank your donors. Every campaign is worth celebrating.
- Say Thanks! Thank your CEO and management for their support of the campaign and recognize and thank each donor. And don't forget your committee members! A note or a small treat left on their desk a great way to let them know their support is appreciated.
- Increase participation by establishing a company-wide incentive for meeting your goal, offering individual incentives, such as special prize drawings or jeans day, emphasize corporate match or

To discuss your workplace campaign, contact Charell Owings at 620-792-2403 or unitedwaycentralks@hotmail.com.

Need ideas to encourage workplace giving? Let us know!

2024

FUNdraising Idea Guide

*Your one stop shop for
creative workplace
fundraising ideas and how to
increase giving in your
Workplace Campaign.*



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Increase Workplace Giving



Contests and Prizes

- Sponsor a contest between departments. Most participation or highest per capita giving wins! Offer lunch on the boss or an ice cream treat day.
- Offer prizes to participants through a raffle. To earn a ticket, you can return your pledge form (1 ticket), increase giving from prior year (1 ticket), or be a new participant (1 ticket).

Implement a Fair Share Program

- Encourage employees to give their Fair Share-25% of 1 hour pay each pay period.
 - For example, they make \$15/hr, their contribution per two week pay period is \$3.75. The power of the incentive is that it gets everyone contributing and doing so with a happy heart! If payroll period is monthly, you would adjust that to a higher percentage.
 - Those who give their Fair Share get a bonus day off!



Incentive Ideas

Free Oil Change	Gift Certificates	Golf with the Boss
Lottery Tickets	Tickets to sporting event	Open soda/candy machines
Pizza Party	Reserved parking	Vacation Day
"Flee at 3" coupon	Car wash	Casual day
Company swag	Ice Cream Day	Pie the Boss

Set an Example

- Offer a Corporate Match. This can range from a dollar-to-dollar match to \$1 per pay period for every person that donates.
- Encourage volunteerism. Offer employees a day off if they are volunteering in the community.
- Sponsor an event. Not only will you get recognition publicly, but your employees will know you care and that you are doing your part.



Workplace Fundraisers

- **Jar Wars** - Have a friendly competition by putting jars around the office for different departments to donate their spare change. The team whose jar has the most money at the end wins a prize.
- **Candy Count** - Send out a picture of a jar stuffed with candy. Charge a small donation to guess the count. Winner gets the candy!
- **Golf Putt** - Supply a putting green and club. Employees pay per putt for a chance to win prizes.
- **Balloon/Candy Grams** - Sell balloons or candy with notes of recognition and appreciation.
- **Decorating contest** - Decorate pumpkins, rocks, whatever you can think of. Vote for the best with a small donation. Winner splits the total with United Way.
- **Host a coffee cart, nacho bar, or a root beer float stand.** Charge a flat fee with proceeds benefiting United Way.





United Way of Central Kansas

TWENTY WAYS TO RAISE FUNDS AND SUPPORT YOUR UNITED WAY CAMPAIGN

Check out the following ideas for special events, incentives, and promotions to promote team building and get more employees involved in the United Way Campaign.

In-Person Fundraisers

1. **Competitions** – Host interdepartmental or inter-company competitions, e.g., golf challenge, lip-sync challenge, race, etc. Charge a donation fee to enter, and vote on the winners (don't forget the prizes!).
2. **Tailgate/cookout** – Organize a tailgate or cookout for employees and collect donations for tickets.
3. **Baked goods contest/sale** – Rally a team of employees with baking skills to create some sweet treats to sell. To make it more fun, send a prize to the employee that makes the most treats.
4. **Specialized food sales** – Sell special food items like candy bars, pies, international foods, and more for a small amount.
5. **Pie in the face** – Have your leaders volunteer to get a pie thrown in their face. People can donate towards the person they want to see get pied, and the leader(s) with the most donations gets the pie(s).
6. **Theatre tickets or tickets to sporting events** – Raffle off movie tickets or game tickets (bonus if any team members are season ticket holders and donate some of their tickets!).
7. **Office garage sale** – Organize a garage sale where team members can bring items they no longer use and sell those for donations.
8. **Draw for a day off** – Set a \$ amount per entry. Employees can submit as many entries as they wish. Winner gets an extra day off!
9. **Jar wars** – Have a friendly completion by putting jars around the office for different departments or floors where employees can donate their spare change. The team whose jar has the most money at the end gets a pizza party, cookie tray, or another prize.
10. **Walk/run fundraisers** – Organize a walk-a-thon or a run (1 mile, 5k) for employees. Participants get sponsors to pledge a total amount or per mile.

Virtual Fundraisers

1. **Spirit week** – Pay a set amount to virtually participate in things like Crazy Hair Day, Favorite Team/Jersey Day, Hat Day, Company Color Day. . . you get the idea! Raffle a prize at the end of the week for all who participate.
2. **Cooking lesson** – Find team members who have always wanted to host a cooking show; have them record or host a live cooking demonstration and charge “admission” (donations) to join the meeting or view the video link.
3. **Talent show** – Line up virtual performances from your most talented team members who play an instrument, sing, dance, do comedy, or have a special hidden talent. Charge “admission” to view, and vote on the winners with an extra donation.
4. **Department challenge** – Challenge internal departments with prizes for the most United Way campaign donors, highest increase in average gift, or first department to complete donations.
5. **Baby photos** – Have employees send their baby photos to be included in a virtual document or presentation; charge a small amount for each entry and challenge team members to match the photos. Send a prize to the person who matches the most!
6. **Cutest pet contest** – Post pet pictures on your intranet or send via email and have people vote with dollars on the cutest furry friends.
7. **Recipe exchange** – Have team members submit their favorite recipes to share in an electronic cookbook. Charge a set amount to “buy” the book.
8. **Lunchtime Bingo** – Send Bingo card documents and call numbers via Zoom. Charge for each card, and offer a prize for the winners.
9. **Candy count** – Send a picture of a packed candy jar and charge a small donation to guess the count. The winner will come back to their office with a big jar of candy!
10. **Home date night raffle** – Enter to win gift cards to a delivery service or local restaurants and a movie rental.

Incentives & Competitions

Sponsor contests that revolve around your campaign effort and offer incentives/prizes to contributors. These are examples of ideas that have been used successfully by other organizations.

During your campaign you can give employees extra incentives based upon their status, i.e.:

- For a returned pledge form – 1 drawing ticket
- For a new contributor – 1 drawing ticket
- For an increased gift – 1 drawing ticket
- Individual incentives – departments, divisions or “teams” of employees compete for top results and a group prize

OTHER IDEAS AND CONTESTS

- “The Gift of Time” – ½ day or day off with pay (many variations).
- Raffle off the boss. Employees increasing their pledge or a new pledge receive a chance to win the boss and have him/her perform their job for one hour.
- Senior executive wears the same tie for one week. As company approaches its goal, the tie gets shorter each day to mark campaign progress.
- Challenge between departments based on % participation or % increase in giving or average gift.
- Gift for department coordinator who delivers best results.

Fundraising Do's and Don'ts

Decide that this is the year to have fun by using special events and other creative activities in your organization's campaign. Special events are FUN and are an excellent method of raising United Way awareness in your office. Review the guidelines listed below, discuss your plan with your United Way campaign representative and go for it.

DO

- Talk to contributors.
- Check out your ideas with your CEO.
- Something different to bring interest to your campaign.
- Solicit services and/or items from your co-workers.
- Use a special event to focus attention on the campaign—not as the total campaign effort.
- Use special events as frosting on the cake—to help you meet and exceed your “stretch” goal.
- Tie special events, where appropriate, to completed pledge cards . . . and encourage the use of payroll deduction.
- Ask that everyone complete the Pledge Card even if they choose not to donate.

DON'T

- Surprise your boss with a golf tournament on company time!
- Do “the same old thing.”
- Overlook the tried and true elements of a successful campaign—personal contact!
- Forget your well-planned employee solicitation campaign.

WHERE YOUR DONATION GOES

United Way of Central Kansas funds 15 Community Partners (fellow non-profit agencies) in Barton & Pawnee Counties in addition to numerous Community Impact Programs

Our Community Partners

Barton County Young Men's Org

Barton County Youth Care

Catholic Charities of SW KS

Cerebral Palsy Research Fdn

ElderCare-Home Services

Ellinwood Heritage Senior Ctr

Family Crisis Center

Great Bend Children's Learning

Hoisington Community Food Bank

Hoisington Historical Society

Hoisington Trolley

Barton County Juvenile Services

Orphan Grain Train

Salvation Army - BT & PN

Volunteers in Action

Community Impact Programs/Community Investments

Born Learning Trails

Box of Love

Reality U

Hands Only CPR

Dolly Parton's Imagination Library

Literacy Kits

Impact Grants

Stuff the Bus

Laundry Love

#RealWorld

Poverty Simulation

Community Needs Assessment

START A WORKPLACE CAMPAIGN

United Way of Central Kansas raises funds each year to support 22 non-profits in Barton & Pawnee Counties. We raise and distribute charitable dollars to agencies that offer health and human services to improve the lives of everyone in our community. The majority of those funds are raised through workplace campaigns.



BENEFITS OF A UNITED WAY WORKPLACE CAMPAIGN

Improve employee attraction, engagement, and retention.

Many employees are looking to work for businesses who share their values. By offering employees an easy way to donate and volunteer their time, your company can convey that the company is concerned with making positive change in our community, which can help you attract and retain employees. Given the value that many job candidates place on working for companies with extensive giving programs that enable them to contribute to charitable causes, corporate philanthropy has emerged as a key differentiator among employers. This is highlighted by a statistic from Rosemary Haefner, CareerBuilder's global vice president of Human Resources, suggesting that nearly three in four candidates would accept less than their lowest target salary to work for a company with a favorable brand.

Increased employee morale.

Companies that run annual employee campaigns document higher morale and teamwork. Employees learn about services provided by United Way and work together to plan and engage in fun activities to raise money as a company: barbecues, raffles, games, and special incentives for givers, like jeans day, bonus day off, or a prime parking spot.

Increased employee community knowledge and involvement.

United Way of Central Kansas funds 22 local non-profits and regularly collaborates with many more. These partnerships, and your business' support of UWCK, means that your employees will know more about the services available in the community and the programs and events that all these non-profits provide for the community.

Tax benefits.

All donations to United Way are tax deductible.

Community recognition.

When you run a United Way campaign you join a ranks of hundreds of individuals and dozens of other companies who have come together to support our community.

COMMUNITY BENEFITS FROM YOUR CAMPAIGN:

Local focus.

Your United Way gift stays here to help our local community. 98% of funds raised by UWCK stay here. Supporting some of the best local health and human service programs in our area. Your gift provides child care, youth programs, elder services and support, funding for victims of domestic violence and child abuse, housing assistance, and other social service programs.

Quality agencies.

Our United Way ensures that your money funds quality agencies to address the most important community needs. Our volunteer Board of Directors from across the area review agency budgets, programs and outcomes to ensure that our dollars have the most impact.

Additional resources.

United Way connects people to services and assistance across the region through our information and referral line. This information is free and available to everyone. Call 2-1-1, it's free and confidential. You can also search our on-line community services directory at <https://211kansas.myresourcedirectory.com>.

Safety net.

You never know when you, a family member or a coworker will need help from a health or human service agency. That's why we cast a wide net of programs to help. You can find a full list of programs we fund via our Community Partners. <https://www.uwck.org/community-partners>.

HOW CAN I HELP?

Run an employee campaign.

We have a strong community thanks to the dozens of local companies that offer their employees the opportunity to give back through a workplace campaign. Please give your employees the chance to join in this community-wide effort.

Give a corporate gift.

Our community has a high level of United Way corporate giving. A Corporate gift illustrates your organization's commitment to the community through the United Way. This can be through matching employee workplace donations or sponsorship of a United Way event.

Hold a special event or encourage giving.

Many local companies hold special event fundraisers to for the United Way. Some ideas include bake sales, candy sales, cook-outs, change wars, garage sales and golf tournaments.

Encourage your employees to give by offering incentives for participation. A local business, First Kansas Bank, increased giving from 36% participation to 100% by offering a bonus vacation day to any employee who donated their "Fair Share". The fair share calculation is 25% of one hour of pay, per pay period. For example, they make \$15/hr, their contribution per two week pay period is \$3.75. The power of the incentive is that it gets everyone contributing and doing so with a happy heart! If payroll period is monthly, you would adjust that to a higher percentage. As a further incentive, the location/department with the highest percentage of participation was given another vacation day on top of that. Their giving increased by 200%!! Their business is now a Pacesetter Top 10 Company for UWCK.

READY TO TRY A CAMPAIGN?

If you'd like to introduce a workplace campaign to your company, contact Charell Owings at 620-792-2403 or by email at unitedwaycentralks@hotmail.com.

HOW TO SET UP A PAYROLL DEDUCTION CAMPAIGN

Payroll deduction is the most convenient way to contribute to United Way of Central Kansas. Payroll deduction benefits employees because it allows donations to be spread throughout the year.

Payroll Deduction Set Up:

1. Forward copies of signed pledge cards, where gifts are made by payroll deduction, to your payroll department. Ensure originals are sent to United Way of Central Kansas (via the Workplace Pledge Envelope).
2. Enter pledges of all employees who authorize payroll deduction into your payroll system.
3. Begin deducting the authorized amount from the employee's payroll on January 1 of the calendar year.
4. If your organization uses an automated payroll service, simply set up an additional deduction code. The United Way deduction code is similar to, and should be handled the same as any other deduction codes you are already using.
5. If your organization does not use an automated payroll service, simply deduct the authorized amount from your employee the way you would other deductions.
6. Typically, payroll pledges run from the beginning of January to the end of December, but exceptions can be made and facilitated if needed. For first-time campaigns, exceptions can be made by contacting United Way with the total pledge amount for each employee so we can enter pledges to cover the year involved.
7. Please be prepared to respond to any pledge or payment inquiries from United Way or its auditors.

Payroll Deduction Remittances:





1. It is your responsibility to reconcile the payroll account and remit the total amount of employee deductions for each pay period.
2. United Way of Central Kansas can set your business up to invoice monthly, quarterly, or annually. The amount invoiced will be based on your pledged amount. The amount remitted may differ from the pledged amount if an employee has left employment that was a donor.
3. New employees can be added at any time. Please make a notation on your invoice and United Way can adjust your pledged amount.
4. Remit payment, along with the invoice, to UWCK, 1125 Williams, Great Bend, KS 67530.

United Way of Central Kansas Annual Sponsorship Opportunities

UNITED WAY HOSTS NUMEROUS EVENTS AND PROGRAMS THROUGHOUT THE YEAR THAT ARE ONLY POSSIBLE THROUGH SPONSORSHIP SUPPORT



United Way of Central Kansas

	<p>Our Kickoff Event takes place the first Saturday of August and is our largest fundraiser of the year! Hosting over 200 guests for a night of dinner, drinks, and Entertainment at the Columbus Club.</p>
	<p>Each year we host two Reality U events for local 8th graders. This program is a real life simulation of the 8th graders life at 26 years old based on their school performance and choices they make. They play the role of an adult and try to pay all their bills without going broke.</p>
	<p>This is a casual, catered event at Dry Lake Brewing with samples of locally brewed beer and a sampling of various BBQ meats prepared by A & G Catering. Football is on the TV, drinks are poured, and food is served—all alongside good company, supporting a great cause.</p>
	<p>Box of Love delivers Valentine's Day goodies to homebound seniors across Barton & Pawnee Counties. Each box is filled with everyday items, chocolate, and handmade Valentine's Day cards from daycares and schools.</p>
	<p>Laundry Love provides up to 5 loads of laundry washed and dried for FREE to those in need. We provide this services monthly in both Great Bend and Larned.</p>

WE HAVE OTHER OPPORTUNITIES AVAILABLE. ASK US HOW YOU CAN GET MORE INVOLVED.

STAY ENGAGED WITH UWCK ALL YEAR LONG!

2023-2024 Campaign Calendar

- **July**
 - July 13th-Hoisington Chamber Coffee
 - July 22nd-Stuff the Bus Great Bend
 - July 26th-Stuff the Bus Hoisington
- **August**
 - August 5th-Kickoff Event-Dueling Pianos
 - August 9th-Stuff the Bus Ellinwood
- **September**
 - September 1st-Hoisington Football Sno Cones
 - September 8th-Ellinwood Chamber Coffee
 - September 14th-Larned Chamber Coffee
 - September 15th-Ellinwood Football Ice Cream Social
- **October**
 - October 1st-Beer & BBQ at Dry Lake Brewing
 - October 18th-Reality U Great Bend
- **November**
 - November 2nd-Poverty Simulation
 - November 28th-Giving Tuesday
- **January**
 - January 31st-Reality U Ellinwood (Hosting Central Plains, Larned, Hoisington, Otis-Bison, and Pawnee Heights)
- **February**
 - February 14th-Box of Love
- **March**
 - Dr. Seuss Day
 - March 22nd-#RealWorld



Ongoing Events

Laundry Love Great Bend,
3rd Saturday of each month

Laundry Love Larned,
Final Wednesday of each month

*Follow UWCK on Facebook to see what we are doing and
check out our website, uwck.org, to learn more*

Tentative Commitment Pledge Form United Way of Central Kansas 2024 Campaign

Please return completed form to UWCK by 11/30/2023

Business Name: _____

Workplace Campaign Coordinator: _____

Number of Employees: _____ Number Participating: _____ 100% Participation? _____
(please update for our records)

PAYROLL CONTRIBUTIONS

- A. Total estimated employee payroll pledges (Recurring and one-time) \$ _____
- B. Cash, Check, or Bill Me \$ _____
- C. **Total employee contributions (A+B)** \$ _____
- D. Corporate Contribution (event sponsor, etc) \$ _____
- E. Corporate Matching \$ _____
- F. **Total corporate contributions (D+E)** \$ _____
- Total Anticipated Business Contribution (C+F)** \$ _____

Would you like to receive statements? ___ Yes ___ No

If yes, how often? ___ Monthly ___ Quarterly ___ Annually _____

***It is understood that these figures are estimates and the firm assumes no liability regarding the collections, except to remit exact employee contributions to the United Way of Central Kansas.*

Business Signature: _____ Date Returned: _____

